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GEOGRAPHY

Ireland is located in Western Europe, occupying five-sixths of the island of Ireland in the North Atlantic Ocean, west of Great Britain. The total area of Ireland is 70,280 km². The land area is 68,890 km². The land boundary totals 360 km, a boundary shared with Northern Ireland. Ireland's coastline totals 1,448 km. The climate is temperate maritime; modified by the North Atlantic Current; consequently, Ireland experiences mild winters, cool summers, is consistently humid, and overcast about half the time.

The terrain is mostly level to rolling interior plain surrounded by rugged hills and low mountains; with sea cliffs on the west coast.

Ireland's natural resources include zinc, lead, natural gas, barite, copper, gypsum, limestone, dolomite, and peat. The country is strategically located on major air and sea routes between North America and northern Europe. Over 40 percent of the population resides within 60 miles of Dublin.



DEMOGRAPHICS

The population of Ireland in 1995 was 3.5 million inhabitants. Twenty-four percent of the population was under 14 years old, 64 percent was between 15 to 64 years old, and 12 percent was 65 years and over. The population growth rate was 1.4 births per 100 population. The death rate was .848 deaths per 100 population. The net migration rate was minus 2.22 migrants per

1,000 population. The ethnic division of Ireland is comprised of Celtic and English. Religions in Ireland include Roman Catholic at 93 percent, Anglican at 3 percent and others and unknown at 4 percent. Languages spoken include Irish (Gaelic), spoken mainly in areas located along the western seaboard, although English is the language generally used.

ECONOMIC OVERVIEW

Ireland has an open economy which has been export-driven. Merchandise trade, tourism and financial services account for over 70 percent of GNP. With a population of only 3.5 million people, there are over 1,100 overseas companies employing 100,000 people.

The economy is small and trade dependent. Agriculture, once the most important sector, is now dwarfed by industry, which accounts for 37 percent of GDP, about 80 percent of exports, and employs 28 percent of the labour force. Although exports remain the primary engine for Ireland's robust growth, the economy is also benefitting from a rise in consumer spending and recovery in both construction and business investment.

Ireland has substantially reduced its external debt since 1987, to 40 percent of GDP in 1994. Over the same period, inflation has fallen sharply and

chronic trade deficits have been transformed into annual surpluses. The GDP growth of 6 percent has been stable for the last two years.

Ireland's perennial weakness has been high unemployment, currently around 14 percent. Unemployment remains a serious problem, however, and job creation is the main focus of government policy. To ease unemployment, the Irish government aggressively courts foreign investors and recently created a new industrial development agency to aid small indigenous firms.

The Irish punt has been gaining strength against the dollar, and has reached parity with sterling. On a GDP basis, only 10 percent of the economy is agriculture, forestry, and fisheries; 35 percent is industry, 18 percent is distribution, transport, and communications; and 37 percent is other services.

POLITICAL OVERVIEW

Ireland is a republic, with a parliamentary democracy form of government. There is a 166-member Chamber of Deputies (**Dáil**) and a 60-member Senate (**Seanad**). The head of state is a president elected for a seven-year term. The current president was elected in 1990.

The principal objectives of the current administration are the creation of economic prosperity and social justice, and the achievement of peace in Northern Ireland. The country is secularizing and undergoing profound social change. A 1995 referendum narrowly removed the ban on divorce.

Irish foreign policy is focussed on the European Union (EU) and the UN. Ireland is neutral and not

a member of NATO. Ireland, a member of the EU troika, held the EU Presidency in 1996.

Ireland is one of the EU's poorer members. It is a major beneficiary of EU membership, receiving proportionally more from the EU Common Agricultural Policy than any other member state, and overall, deriving 4.4 percent of its GDP from transfer payments from Brussels, the highest of any EU member. Ireland supports the strengthening of EU institutions.

Relations between Canada and Ireland are close, based on family ties (almost 4 million Canadians, or 15 percent of the population, claim Irish ancestry) and shared democratic political values. There are no bilateral irritants.

TRADE POLICY

The EU is Ireland's major trading partner, from which a constant 66 percent of Irish imports have been sourced annually for the last 5 years; 74 percent of exports go to the EU.

Annual two-way trade between Canada and Ireland has averaged \$500 million over the last 5 years, with imports from Ireland significantly outweighing exports. However, export figures do not include Canadian goods shipped through the U.K. or investment income to Canadian companies.

Exports in 1993 of \$89 million fell far short of imports from Ireland of \$431 million. In 1994, Canadian exports surged to \$172 million against Irish imports of \$467 million. Exports of \$189 million in 1995 increased at a slower rate

compared to imports of \$565 million for the same year.

Principal imports are chemicals and machinery. Trade disputes are dealt with through Brussels under the European Union's Common External Tariff.

With a domestic market of only 3.5 million, Ireland must welcome foreign investment to prosper and has done so through a favourable corporate tax structure (10 percent) and other incentives. Canadian investment in Ireland is disproportionately high at \$4.4 billion (versus an estimated \$209 million Irish investment in Canada). More than 45 Canadian companies have subsidiaries in Ireland.

Overview

In 1995, Ireland had an estimated **population** of 3.5 million inhabitants and a **population growth** rate at 0.33 percent. Net migration rate was negative at a level of minus 2.22 migrants per 1,000 population for the same year. National GDP reached US\$49.9 billion in 1994, 5.5 percent over the previous year's level. On a per capita basis, the national product was estimated at US\$14,000 in 1994. Ireland's economy is small and trade dependent. Although exports remain the primary engine for Ireland's growth, the economy is also gaining from the rise in consumer spending and recovery of both construction and business industries.

Market Characteristics

The Irish housing market is small by international standards. The sale of new houses is "booming" as housing starts rose from 15,000 in 1988 **up** to 33,000 in 1996. A lack of skilled labour to meet this demand has brought "The Construction Industry Federation" to actively advertise in the U.K. for Irish construction workers to come home. The Irish Construction Industry encompasses 4,000 firms of which 60 percent employ **less** than 6 people. A sizeable black economy exists especially for household work and repairs. The Irish housing market is characterized by **its** high housing ownership ratio. Traditional housing is built out of concrete blocks and brick cladding.

Wood-frame Housing Market Characteristics

The Council of Forest Industries (COFI) undertook, in the late 1970s and early 1980s, various seminars to promote wood-frame housing in Ireland. Wood-frame construction **suffered** the same set-back as in England and Wales **following** the "World in Action" television broadcast in 1983. As a result, it took some time for wood-frame housing to regain acceptance **from** the architects, mortgage providers, insurance companies and the public. While fears of

dampness and fire hazards have tempered any attempt to rapid growth from the wood-frame housing sector, advanced pressurized timber treatment and the absence of extra house insurance penalties have helped overcome this initial customer resistance. Wood-frame housing still accounts for approximately 5 percent of total house production in Ireland. At present, the Irish housing market is buoyant and the percentage of wood-frame housing is set to increase in the next few years.

It was in the north of Ireland that the market for low-priced wood-frame housing grew the fastest in the 1980s. IJM Engineering of Monaghan, Ireland, contributed to such growth and has become one of the largest manufacturers of wood-frame housing in Europe. With an annual turnover of 700 units, IJM Ireland has brought joinery to new heights. It is an active participant in the promotion of Thermie homes in Ireland. IJM and Century Homes are the two major leaders in the handful of companies able to provide complete wood housing units in Ireland. While IJM and Century Home (the latter is now exporting to Japan) are major manufacturers, there is now an Irish Timber Frame Manufacturers Association. Canadian lumber has been used in the past; however, during the last two years, Swedish and Irish lumber are seen as a cheaper alternative. Irish standards require housing construction lumber to be kiln dried to 22 percent and stress graded.

Wood-frame housing companies have been promoting their products under the "build as you sell" logo in builders' circles. The main attraction for this construction technique lies in quick completions allowing less stress on cash flows and shorter on-site equipment time. Better insulation is another competitive benefit. However, since most wood-frame structures are made of imported wood, it is no cheaper than concrete blocks.

Demand for log cabins is limited and restricted to secondary residential areas. The two main producers of log homes in Ireland are Finnwood and Quilcher.

Housing Components (windows, doors and flooring)

Maple and oak parquetry has been a thriving market in Ireland in the last few years while the wall-to-wall carpeting trend has progressively faded. Strip flooring is in fashion, preferred to block flooring and, according to local experts, there is a reasonable demand for Canadian maple.

Lumber and Other Commodities

Ireland is 50 to 60 percent self-sufficient in terms of structural timber and should reach approximately 80 percent self-sufficiency in the next 10 years. However, it is expected that there will always be a heavy reliance on joinery and

hardwood imports. Five years ago, Canada accounted for 30 percent of structural timber imports to Ireland, but its market share has nearly been taken over by cheaper Scandinavian alternatives.

There has been significant growth in the Irish forestry sector during the past decade. Increasing supplies of pulpwood and thinnings provided the means to attract U.S. competitors to Ireland, including Medite (MDF products), Louisiana Pacific (OSB) and Masonite (moulded door facings from timber residue). These large plants are expected to supply larger European markets with the small Irish housing market as a bonus.

EXPORT OPPORTUNITIES AND STRATEGIES

Canadian Trade Patterns

Some Canadian companies have been successful in the Irish market because of their desire to pursue a moderate-sized market. Visits, willingness to supply small orders at the "launch" stage and good follow-up have been the key to success for companies such as IKO Industries Ltd., Brampton, Ontario (special roofing products) and Groleau Inc., Saint-Thècle, Quebec (hardwood flooring).

In 1994, Canada exported US\$4.4 million to Ireland, a 43-percent decrease compared to 1992, whereas Ireland's overall imports for these products fell 11 percent from US\$481 million to US\$427 million over the same period of time. Ireland is Canada's 14th customer for housing-related products among Western European countries.

In terms of import market share, Canada accounted for only 1 percent of Ireland's total imports of selected products in 1994, down from 2 percent in 1992.

For the 1992-95 period, approximately 75 percent of Canadian exports to Ireland were commodities, as illustrated in Table 1.

Table 1:
Canadian Exports to Ireland, 1992-95

Non-coniferous worked wood	39 %	US\$1 million
Plywood	167 %	US\$0.8 million
Sawn coniferous wood	73 %	US\$0.73 million
Non-coniferous wood	66 %	US\$0.7 million

Except for wood doors and frames, there are no significant export patterns of manufactured products to Ireland. Exports of doors and their frames made of wood fell from US\$0.9 million in 1992 to US\$0.5 million in 1994 (a 42-percent decrease) while overall Irish imports for these products grew by 26 percent.

In 1994, Canada's strongest position in Ireland was with non-coniferous worked wood accounting for 21 percent of all Irish imports (22 percent in 1992).

Opportunities

There is a danger in generalizing that the Irish market is modest market, when compared, for example, to the British market. The local construction sector is emerging from a recession and the potential is likely to improve for exporters.

According to local experts, there are market opportunities for roofing products, sealants, cladding and doors, flooring and related products although Irish markets are very competitive. The trade pattern analysis further indicates as shown in Table 2, some areas where total imports have been particularly significant in the 1992-94 period.

Table 2:
Significant Imports, by Category, 1992-94

Sawn coniferous wood	17 %	US\$80 million
Sawn non-coniferous wood	16 %	US\$50 million
Plywood	15 %	US\$15 million
Wood doors and frames	26 %	US\$17 million

Strategic Approach

Prospective exporters should be prepared to visit the market to fully develop the potential with local distributors or representatives. The biennial (Irish) Building Exhibition, last held in October 1996, is an excellent venue to establish contacts and assess the market potential. While this event is a national trade show, INTERBUILD, held in Birmingham, U.K., is an international exhibition that is attended by Irish importers.

Another key market entry strategy is securing an ISO 9000 certification, as these quality standards are becoming more and more in demand in Ireland.

The *Bureau de Promotion des Industries du Bois* (BPIB) located in Bristol, is a publisher of lumber import patterns quarterly reports. Three local organizations could be of assistance to potential and current exporters:

- The Building Information Centre in Dublin acts as a library and showroom on new construction products, equipment and technologies;

- The Construction Industry Federation (CIF) represents Irish construction, joinery, subcontract companies, as well as suppliers of certain building materials; and
- The FORBAIRT (formerly Irish Science and Technology Information Service) located in Dublin (tel.: 0035-3-183-70101).

BUSINESS ENVIRONMENT

Overview

There is a significant potential for foreign goods and services in Ireland. However, it is a highly competitive and developed market, and the Canadian exporter must keep certain factors in mind to achieve maximum success.

There are two official languages in Ireland—Irish and English. While English is used predominantly, the Irish language (Gaelic) is also used in the western part of the country. Language barriers pose no problems. While English is normally used in business contracts and correspondence, some expressions and terms may have different meanings from those in Canada. To assure complete understanding, it is well to define unfamiliar terms. Reference to INCOTERMS, the international set of rules for commercial terms, helps to reduce possible misunderstandings.

Because of the moderating influence of the Gulf Stream, medium to heavyweight clothes may be worn most of the year. Wool jackets and hats are ideal. Rain wear and sturdy walking shoes should also be included in the wardrobe since there is occasional light rain (“liquid sunshine”) and many “soft” days.

Business Customs

Given the close business, political and cultural relations between Ireland and North America, there are substantial opportunities for Canadian firms in Ireland. However, the principles of customary business courtesy, especially replying promptly to requests for price quotations and to orders, are a prerequisite for exporting success.

Conservative business attire is recommended at all times. Suits, rather than blazers and slacks, are the norm. Business appointments are also required and visitors are expected to be punctual.

In general, Irish business executives are less formal than their European counterparts and the use of first names at an early stage of a business relationship is acceptable. Friendship and mutual trust are highly valued and once a Canadian has

earned this trust, a productive working relationship can usually be expected.

Every traveller must have a valid passport. No visa is required by Canadian citizens visiting Ireland for less than 3 months, but one is required for longer periods. A Canadian citizen entering Ireland for permanent residence must register with the Aliens Office of the Department of Justice as soon as possible after entering the country. Canadians planning to work in the country must first obtain a work permit from the Department of Enterprise and Employment. The permit is presented to immigration upon arrival. Such permits must be obtained by the employer and are usually granted only for specialized work. Management and skilled workers have no difficulty in obtaining the required work permits, which are renewable every 12 months.

The basic monetary unit is the Irish Pound (IR£) also known as the Punt. The pound comes in paper currency of £5, £10, £20, £50 and £100 notes. The pound is subdivided into units of 100 pence.

Coins are issued in 1, 2, 5, 10, 20, and 50 pence and 1 pound units. The Irish Pound operates as a floating currency within the European Monetary System. Its value changes with respect to the Canadian dollar. Check the financial section of the daily newspaper for the current exchange rate.

Through the ease of telecommunications, international calls are frequently the best method of arranging appointments and maintaining solid commercial relations. The time zone for Ireland is Greenwich Mean Time (GMT) or 5 hours ahead of the Canadian Eastern Standard Time (EST + 5 hours). Fax machines have increased the speed and ease of international communications and should be used to maintain strong business ties.

Medical services are excellent at major hospitals and compare with those in Canada. Common medical needs are readily obtained, and special supplies are normally available on short notice. An international certificate of vaccination is not required for travellers from Canada. Drinking water is excellent, most pharmaceutical products are available, and sanitation is at American standards.

Rental automobiles are available at numerous locations, but rates are usually more expensive than in Canada. Less expensive rates may often be secured by booking reservations in Canada through one of the North American car rental agencies with fleets in Ireland. An international or provincial driving licence is acceptable. Traffic moves on the left-hand side of the road and it may take the Canadian visitor some time to adjust to this. The electric current in Ireland is alternating current, 50 cycle, 220 volts. Canadian appliances, such as electric shavers or hair dryers do not work and will be damaged if used without a converter and adapter plug.

Business Hours and Holidays

A 39-hour, 5-day work week is normal for offices and factories.

For offices, the customary working hours are 9:00 a.m. to 5:30 p.m. with lunch from 1:00 p.m. to 2:00 p.m.; banking hours are from 10:00 a.m. to 4:00 p.m., with banks having various evening hours posted. Most retail stores are open from 9:00 a.m. to 6:00 p.m., Monday through Saturday, although some have later hours to permit evening shopping. Because of vacations in July and August, many Irish business executives may not be available except by appointment. Most businesses also close from December 24 through January 2 during the Christmas holiday period.

The official statutory holidays, when most commercial offices are closed are listed in Table 3. Certain other days are celebrated as holidays within local jurisdictions.

If New Year's Day, St. Patrick's Day, Christmas Day, or St. Stephen's Day fall on a weekend, the following Monday is a public holiday.

Business Infrastructure

An investment of over £1.5 billion in the early 1980s has provided Ireland with a sophisticated digital telecommunications system (the second-most-modern in Europe) which includes a direct dialling telephone service connecting every part of Ireland with over 90 percent of the rest of the world. There are over one million telephone lines on the public network and the current level of

digitalization is 70 percent. Telecom Eireann (TE), Ireland's telecommunications utility, offers a wide range of business services including point-to-multi-point data transmission, computer-to-computer file transfer networking, fax, telex, and video communications. Foreign calling cards may be used locally for making international calls. Canada Direct can assist Canadian visitors to place calls to Canada.

**Table 3:
Holidays**

January 1	New Year's Day
March 17	St. Patrick's Day
March/April	Easter Monday
First Monday in May	May Holiday
First Monday in June	June Holiday
First Monday in August	August Holiday
Last Monday in October	October Holiday
December 25	Christmas Day
December 26	St. Stephen's Day

Ireland has four international airports (Dublin, Shannon, Cork, and Knock). Ireland also has six regional airports served by small aircraft and helicopters. These airports play an important role in meeting the tourism and transport needs of the regions.

While Ireland has more paved roads on a per capita basis than any other country in the EU, it lacks an efficient network of highways. Ninety-six percent of all inland passenger transport and over 90 percent of inland freight transport is conveyed by road. The balance is carried by rail. A 3,000 kilometre rail system provides passenger and freight services to most cities and main towns, including those in Northern Ireland. EU structural funds will focus on developing a modern motorway network.

Ireland has a wide range of accommodations from world class hotels to the more individualized and economical bed and breakfast (B&B) guest houses. In view of the large number of visitors going to Ireland, business travellers are advised to make their hotel reservations well in advance, especially during the summer months in order to assure the needed accommodations.

Distribution and Sales Channels

Given Ireland's high level of international trade, Irish firms have a strong and increasing expertise in international business.

Being a developed economy, Irish buyers appreciate quality and service and are willing to pay extra if they are convinced of a product's overall superiority. Care must be taken to ensure that delivery dates will be closely maintained and that after-sales service will be promptly honoured.

Irish buyers are concerned that after placing an order with a foreign supplier, the delivery date will not be honoured. While there are numerous factors that may interfere with prompt shipment, the exporter must allow for additional shipping time and keep in close contact with the buyer. Meeting delivery schedules is of prime importance. It is much better to quote a later delivery date that can be guaranteed than an earlier one that is not completely certain.

Canadian exporters should maintain close liaison with distributors and customers to exchange information and ideas. In most instances, mail, fax, or telephone communication is sufficient, but the understanding developed through periodic personal visits is the best way to keep distributors appraised of new developments and to resolve problems quickly. Prompt acknowledgement of correspondence by airmail or fax is recommended.

Product representation throughout the country is facilitated by the compact market and may be achieved with any of the following distribution methods to cover the entire area, depending on the expected sales volume and marketing techniques:

- establishing a local sales office to serve Ireland and provide a distribution point for Western Europe;
- selling through an agent or distributor whose activity may cover specified areas, the entire country, or include European sales;
- selling through established wholesalers or dealers; and
- selling directly to department stores, chains, retailer cooperatives, consumer cooperatives, or other purchasing organizations.

Canadian exporters would be ill-advised, after having appointed a representative firm, to provide only product literature and samples and then expect to achieve good sales results. Regular communications and visits to the representative, particularly when newly appointed, by seasoned sales personnel or company technicians can provide information on market developments and assist in the solution of any problems. Regular submission of sales reports can be a vital link to analyzing sales results and identifying potential problems before serious ones occur. Irish businessmen purchase from international sources and expect well-designed, high-quality products, with efficient after-sales service. Thus, an effective servicing system should also be incorporated into distribution plans.

Finding a Partner

As Ireland presents a compact market, international firms customarily have one exclusive representative for the entire country, but it is common for the representative to appoint sub-agents to cover certain sectors of the market if sales and profit margins warrant. In addition, a sales representative located in Ireland is in an ideal position to market a product throughout the European marketplace.

The careful selection of a dynamic representative is important for successful sales over the long term. The selection of a good sales representative is also essential because EU legislation is restrictive regarding the termination of agents and distributors.

The Council Directive EEC 86/653 sets forth conditions on termination of a commercial agent and provides for appropriate compensation. In addition, Irish legislation protects the interest of distributors. Before entering into any agreement with a partner, the Canadian principal should first review the provisions of Irish and EU law with a qualified lawyer. The legislation regarding unilateral termination of distribution agreements is designed to provide the local distributor with some degree of protection and monetary compensation when an agreement is terminated by the grantor, for reasons other than cause. The legislation will apply regardless of any clause in the agreement itself, and the parties may not deviate from the

legislation as long as the distribution agreement is in force.

Three kinds of distribution agreements are covered by Irish legislation:

- exclusive distributorships, where the distributor has the sole right to sell specified goods within a defined area;
- quasi-exclusive distributorships, where the distributor sells almost all the specified products within a defined area; and
- informal distributor arrangements under which the grantor imposes heavy obligations on the distributor and which would cause damage to the distributorship if the grantor terminated the agreement.

In the absence of a mutual agreement, or the failure to meet contract obligations, a distribution agreement of indefinite term cannot be terminated by the grantor without reasonable notice or fair compensation. In general, grantors should consider protecting themselves by entering into agreements for definite periods rather than indefinite periods. In addition, specific minimum performance clauses should be considered, such as percentage of distributor's sales, minimum annual sales, number of business contacts to be made, and so on, and awareness that a foreign legal regime and other foreign regulatory and adjudicative bodies have jurisdiction.

Under EU legislation, a commercial agent is a self-employed intermediary who has continuing authority to negotiate the sale or the purchase of goods on behalf of another person, or to negotiate and conclude such transactions on behalf of the principal.

Each party is entitled to a written document setting out the terms of their contract. The minimum termination notice is one month for the first year of service, two months for the second year, and three months for the third year and subsequent years. Agents must be compensated if they brought the principal new customers or increased the volume of existing business.

The amount of indemnity may not exceed a figure equivalent to an agent's annual remuneration over the preceding five years or the average of the period in question. The indemnity is not payable if

the principal has terminated the contract because of default by the agent or if the contract is terminated on grounds of age, infirmity, or illness of the agent.

Manufacturers seeking an Irish agent to service the domestic and European market, ideally should visit Ireland to make an appraisal of the relative merits of prospective agents. Besides acquainting the Canadian exporter directly with local market conditions and special sales characteristics, a visit also provides an opportunity to discuss policy and sales campaigns with the agent, review responsibility for customs fees, taxes, labelling, business procedures, and payments. These responsibilities should always be clearly defined before undertaking a long-term relationship.

A continued close working contact between the Canadian firm and the agent or distributor is very desirable and should be developed early in the relationship. Certain products and equipment require servicing to maintain their useful life. The exporter should determine if this is needed and develop a distribution network to include such servicing by qualified personnel. To build trust, loyalty, and marketing skills, Canadian producers should consider bringing their agents or distributors to Canada for training and marketing assistance.

Joint Ventures and Licensing

Numerous international firms have joint venture and licensing arrangements with manufacturers based in Ireland. There are no formal regulations relating to joint ventures in Ireland. In each case, the terms of the joint venture are the subject of an agreement between the parties concerned. Generally, the agreement sets out the basis on which the parties are to cooperate on a particular joint venture.

Government approval is not necessary for licensing agreements, and no statutory restrictions are imposed on the amounts of royalties or other details of licensing arrangements. An international firm intending to license the use of its trademark to a company based in Ireland must designate the licensee as a registered user, and an appropriate application must be lodged in order to prevent any future legal problems.

As with all business investment decisions, Canadian firms considering joint venture or

licensing agreements in Ireland should seek professional advice regarding the legal, financial, and taxation implications of the agreements being negotiated.

Forbairt, the state agency responsible for the development of indigenous Irish industry, is seeking to develop joint ventures, licensing, and technology transfer arrangements between Irish and international firms. The objective is to bring successful Irish companies with available resources of capital, management, technical knowledge, and skilled workers together with international firms that have comparable strengths, particularly in areas of product development and marketing. The added benefit of a joint venture or licensing strategy for Canadian firms is the provision of easy access to the European marketplace.

Establishing an Office

It is advisable that Canadian firms considering establishing an office in Ireland should contact the Canadian Embassy in Dublin for information and advice.

Advertising and Trade Promotion

A full range of advertising media is available in Ireland. The two national radio stations and two national television stations broadcasting in Ireland are the monopoly of Radio-Telefís Éireann (RTE), a state-owned corporation. There are also a large number of private radio stations operating in local areas. The Irish cable television system is available in urban areas with about one third of the population having cable service, another third having multi-channel service, which includes British TV transmissions, and the remaining one third receiving only RTE television programming.

RTE has a code of standards, established by the Advertising Standards Authority of Ireland, with which all advertisers must comply. Advertising films must be approved before showing.

Detailed advertising rates can be obtained from RTE, Advertising Sales Division, Donnybrook, Dublin 4, and most local advertising agencies.

Ireland has approximately 60 newspapers and 150 periodicals or trade magazines. The Dublin dailies are the only newspapers having national

distribution. There are two daily morning and one daily evening papers published in Dublin. The Irish Independent (morning) has the largest circulation, followed by the Evening Herald. The Irish Times (morning) has the smallest circulation in Dublin, but reaches the important business and finance market. There are five national Sunday newspapers. British broadsheets and tabloids are widely available in Ireland.

The principal advertising media are the press (35 percent), television (41 percent), radio (16 percent), and outdoor (8 percent).

There are numerous advertising agencies with a wide range of services. The large ones provide a full range of advertising services and are members of the Institute of Advertising Practitioners, which is closely associated with the American Association of Advertising Agencies (AAAA).

Advertising agencies utilize every medium available to advertisers: direct mailings, press, radio, television, point-of-sale advertising, posters, and public transportation placards. Other promotional techniques, such as coupons, samples, premiums, and prizes, are also used. Laws covering gaming and lotteries as well as restrictive trade practices are strictly enforced by the government. Firms advertising and selling goods should obtain local advice regarding provisions of the laws and consumer acceptance of the promotional or marketing approach.

Ireland does not have any major international trade fairs, except in the tourism sector. In general, Irish trade fairs are small-scale events and attract a more local trade and consumer-buying audience. Consequently, they principally offer sales and promotional opportunities for Irish agents and distributors. In general, the international element of these events is limited to local representatives promoting international brands.

Due to the proximity of Ireland to major trade fairs in European cities, most Irish manufacturers, agents, distributors, and end-users attend the major European exhibitions in their industry sector. Irish businessmen also attend the major trade shows in North America.

The Irish government and certain private sector entities have recognized that job creation in Ireland must be satisfied by trade and the fullest range of joint ventures and strategic alliances. In

order to implement these ancillary modes of economic development, proposals are now underway to construct larger conference facilities to stage the trade events necessary to enhance commercial expansion through the widest aperture of strategies.

Pricing Products

Sales quotations are usually given on a c.i.f. basis. This is the sales price plus costs, insurance, and freight to point of importation. The c.i.f. quote is generally preferred by Irish importers as they are familiar with the customs charges and taxes on the product that are levied at the time of importation, but may not be acquainted with North American trucking and ocean or air charges. Large firms and department stores, however, sometimes buy on f.o.b. terms when they prefer to arrange for shipping and insuring the goods themselves. Quotations and invoicing are usually in terms of the currency of the country of origin.

Selling to the Government

As a member of the EU, Ireland had adopted the Community's public procurement Directives. All Irish works, supply, services, and utility procurement projects which fall within the guidelines of the EU public procurement Directives are published in the Official Journal of the European Community "S" series.

Protecting Your Intellectual Property

Ireland has legislation for the protection of patents, trademarks, and industrial designs. It is a member of the Paris Union, which adheres to the International Convention for the Protection of Industrial Property. Applications for patents, registration of trademarks, and design protection should be filed with the Irish Patent Office, Department of Enterprise and Employment, 45 Merrion Square, Dublin 2. Inventions may be patented for a 20-year period. Trademark registrations are valid for 7 years and are renewable for 14-year periods.

Ireland is a signatory to the European Patent Convention, which provides for a centralized European-wide patent protection system. The European Patents Act of 1992 and Patent Cooperation Treaty updated national law in a

number of respects and the substantive law is in accordance with that of other European countries who have harmonized their laws on the basis of the European Patent Convention.

The European Patent Convention has simplified the process for obtaining patent protection in the EU member states. Under the European Convention, an applicant for a patent is granted a preexamined 20-year, non-renewable European patent that has the effect of a national patent in all 16 countries that are signatories of the convention, based on a single application to the European Patent Office. It also contains a provision for the granting of short-term patents (half the duration of the normal patent) in the interest of small and medium innovators. This procedure should expedite the granting of patents. However, infringement proceedings remain within the jurisdiction of the national courts, which could result in some divergent interpretations. For information, write to the European Patent Office, Motorama-Haus, Rosenheimer Strasse 30, Munich, Germany.

Need for Professional Advice

When contemplating doing business in Ireland, Canadian firms should seek professional advice regarding the legal, financial, and taxation aspects of doing business in Ireland. All the major international accounting firms have established offices in Ireland, while local legal firms are well versed in both Irish and EU legislation.

Regulatory Issues

Ireland has been a member of the European Union (EU) since January 1, 1973. The EU is a customs union having free trade among the Member States, while levying a common tariff on imports coming from non-EU countries such as Canada.

Under agreements reached between the EU member states and the remaining members of the European Free Trade Association (EFTA), duty-free trade for industrial products has been achieved between the EU and EFTA countries. Taxes, such as the value-added tax (VAT) and excise taxes, are levied in the country of final destination. There has been some degree of harmonization of VAT rates between Member States.

In addition to the EFTA countries, Ireland and the other EU nations extend preferential tariff treatment to certain other countries and territories with historical ties to the EU and to less developed countries in Africa, the Caribbean, and the Pacific regions. The granting of reduced tariffs to developing countries is under the Generalized System of Preferences (GSP).

Ireland applies the EU tariffs (customs duties), that are based on the international Harmonized System (HS) of product classification. Duty rates on manufactured goods from Canada generally range from 5 to 8 percent and are usually based on the c.i.f. value of the goods at the port of entry. The c.i.f. value is the price of the goods (usually the sales price) plus packing costs, insurance, and freight charges to the port of entry. Most raw materials enter duty free or at low rates.

The valued-added tax (VAT) is charged on the sale of goods and services within the country. In Ireland, the standard VAT rate is 21 percent. For imports into Ireland, the VAT is levied at the same rate as for domestic products or transactions. The basis on which the VAT is charged on imports is the c.i.f. value at the port of entry, plus any duty, excise taxes, levies, or other charges (excluding

the VAT) collected by customs at the time of importation. Exports from Ireland are exempt from VAT since they are not consumed in the country and will be subject to any tax in the country of destination. Temporary imports that will be re-exported are not subject to the VAT. The importer may have to post a temporary bond for the amount of the customs duty and taxes as security which will be cancelled when the goods are taken out of the country.

The international quality standard, ISO 9000, is widely used in Ireland. Its adoption has been aided by the presence of over 1,000 international firms and their utilization of world-class manufacturing (WCM) techniques. These manufacturers place a responsibility on their suppliers to adopt these WCM principles in order to achieve and maintain sub-supplier status. This development has led to the widespread adoption of ISO 9000 as one major element of the marketing mix for firms seeking to supply international manufacturers based in Ireland.

Information on attaining ISO 9000 status is available from Forbairt, the Irish state agency responsible for developing indigenous industry in Ireland.

CONTACTS

Canada Mortgage and Housing Corporation

Housing Export Centre

700 Montreal Road
Ottawa, Ontario K1A 0P7

Tel.: 1-800-465-6212 or
(613) 748-2000
Fax: (613) 748-2302

Canadian Government Departments and Services

Department of Foreign Affairs and
International Trade (DFAIT)

InfoCentre
Lester B. Pearson Building
125 Sussex Drive
Ottawa, ON K1A 0G2

Tel.: 1-800-267-8376 or
(613) 944-4000
Fax: (613) 996-9709
FaxLink: (613) 944-4500
InfoCentre Bulletin Board:
Tel.: 1-800-628-1581 or
(613) 944-1581

Tel.: (613) 995-9766
Fax: (613) 995-6319

Canadian Embassy in Ireland

Canada House
65 St. Stephen's Green
Dublin 2, Ireland

Tel.: (011-353-1) 478-1988
Fax: (011-353-1) 478-1285

International Trade Centres

Newfoundland

International Trade Centre
P.O. Box 8950
Atlantic Place
215 Water Street
Suite 504
St. John's, NF A1B 3R9

Tel.: (709) 772-5511
Fax: (709) 772-5093

Prince Edward Island

International Trade Centre
P.O. Box 1115
Confederation Court Mall
134 Kent Street
Suite 400
Charlottetown, PE C1A 7M8

Tel.: (902) 566-7443
Fax: (902) 566-7450

Nova Scotia

International Trade Centre
P.O. Box 940, Station M
1801 Hollis Street
Halifax, NS B3J 2V9

Tel.: (902) 426-7540
Fax: (902) 426-5218

New Brunswick

International Trade Centre
1045 Main Street
Unit 103
Moncton, NB E1C 1H1

Tel.: (506) 851-6452
Fax: (506) 851-6429

Quebec

International Trade Centre
5 Place Ville-Marie
Seventh Floor
Montreal, PQ H3B 2G2

Tel.: (514) 283-6328
Fax: (514) 283-8794

Ontario

International Trade Centre
Dominion Public Building
1 Front St. West
Fourth Floor
Toronto, ON M5J 1A4

Tel.: (416) 973-5053
Fax: (416) 973-8161

Manitoba

International Trade Centre
P.O. Box 981
330 Portage Avenue
8th Floor
Winnipeg, MB R3G 2V2

Tel.: (204) 983-5851
Fax: (204) 983-3182

International Trade Centres (cont'd)

Saskatchewan	International Trade Centre The S.J. Cohen Building 119-4 th Avenue South Suite 401 Saskatoon, SK S7K 5X2	Tel.: (306) 975-5315 Fax: (306) 975-5334
Alberta <i>* Edmonton office is also responsible for Northwest Territories</i>	International Trade Centre Canada Place 9700 Jasper Avenue Room 540 Edmonton, AB T5J 4C3 510-5th Street S.W. Suite 1100 Calgary, AB T2P 3S2	Tel.: (403) 495-2944 Fax: (403) 495-4507 Tel.: (403) 292-4575 Fax: (403) 292-4578
British Columbia <i>*Vancouver office is also responsible for the Yukon</i>	International Trade Centre 300 West Georgia Street Suite 2000 Vancouver, BC V6B 6E1	Tel.: (604) 666-0434 Fax: (604) 666-0954

Export Development Corporation (EDC)

Ottawa	151 O'Connor Street Ottawa, ON K1A 1K3	Tel.: (613) 598-2500 Fax: (613) 237-2690
Vancouver	One Bentall Centre 505 Burrard Street Suite 1030 Vancouver, BC V7X 1M5	Tel.: (604) 666-6234 Fax: (604) 666-7550
Calgary	510-5th Street S.W. Suite 1030 Calgary, AB T2P 3S2	Tel.: (403) 292-6898 Fax: (403) 292-6902
Winnipeg <i>*office also serves Saskatchewan</i>	330 Portage Avenue Eighth Floor Winnipeg, MB R3C 0C4	Tel.: (204) 983-5114 Fax: (204) 983-2187
Toronto	National Bank Building 150 York Street Suite 810 P.O. Box 810 Toronto, ON M5H 3S5	Tel.: (416) 973-6211 Fax: (416) 862-1267
London	Talbot Centre 148 Fullarton Street Suite 1512 London, ON N6A 5P3	Tel.: (519) 645-5828 Fax: (519) 645-5580
Montreal	Tour de la Bourse 800 Victoria Square Suite 4520 P.O. Box 124 Montreal, PQ H4Z 1C3	Tel.: (514) 283-3013 Fax: (514) 878-9891
Halifax	Purdy's Wharf, Tower 2 1969 Upper Water Street Suite 1410 Halifax, NS B3J 3R7	Tel.: (902) 429-0426 Fax: (902) 423-0881

Ireland Government Offices in Canada

Embassy of Ireland	170 Metcalfe Street Ottawa, ON K2P 1P3	Tel.: (613) 233-9177 Fax: (613) 233-5835
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Multilateral Organizations

World Bank	Washington, DC 20433 U.S.A.	Tel.: (202) 477-1234 Fax: (202) 477-6391
Office for Liaison with International Financial Institutions	Canadian Embassy 501 Pennsylvania Avenue N.W. Washington, DC 20001	Tel.: (202) 682-7719 Fax: (202) 682-7726

Business and Professional Organizations in Canada

Alliance of Manufacturers and Exporters
Canada

99 Bank Street, Suite 250
Ottawa, ON K1P 6B9

Tel.: (613) 238-8888
Fax: (613) 563-9218

Canadian Banks with European Regional Offices

Bank of Montreal

11 Walbrook Street
London, England EC4N 8ED

Canadian Imperial Bank of
Commerce
European Operations Office

Cottons Centre
Cottons Lane
London, SE1 2QL, England

Tel.: (011-441-71) 234-6000

National Bank of Canada
Europe Regional Office

Princes House
95 Gresham Street
London, England EC2V 7LU

Royal Bank of Canada AG

71/71A Queen Victoria Street
London, England EC4V 4DE

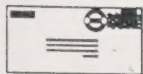
The Toronto-Dominion Bank

Triton Court
14/18 Finsbury Square
London, England EC2A 1DB

Hongkong Bank of Canada

10 Lower Thames Street
PO Box 506
London, England C3R 6AE

HOUSING EXPORT OPPORTUNITIES SERIES ORDER FORM




CMHC
P.O. Box 35005
Stn BRM B
Toronto, ON
M7Y 6E5



1-800-668-2642
Outside Canada call
1-613-748-2003



FAX TO
1-800-245-9274
 Outside Canada
1-613-748-2016

METHOD OF PAYMENT

Check only one (individuals must prepay all orders.)

CMHC
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Toronto, ON
M7Y 6E5

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To avoid double billing,
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confirmation.

VISA, American Express,
and MasterCard.

To avoid double billing,
please do not send
confirmation. A fax will
be treated as an original order.

Please Print

Name		
Company or Organization	Position Title	
Address		
City	Province/State/Country	Postal/Zip Code
Telephone Number ()	Fax Number ()	

<input type="checkbox"/>	Please charge my	
	VISA <input type="checkbox"/>	American Express <input type="checkbox"/> MasterCard <input type="checkbox"/>
	Card Number	
	<div style="border-bottom: 1px solid black; height: 20px; width: 100%;"></div>	
	Expiry Date	
<div style="border-bottom: 1px solid black; height: 20px; width: 100%;"></div>		
<input type="checkbox"/>	Signature	
	<div style="border-bottom: 1px solid black; height: 40px; width: 100%;"></div>	
	Payment enclosed \$ _____ Please make cheque or money order payable to CMHC	

To Complete See Example on Reverse Side

[illegible]

<p align="center">SOURCE (How did you hear about the product?)</p> <p>TV AD <input type="checkbox"/> <input type="checkbox"/> CATALOGUE</p> <p>NEWSPAPER <input type="checkbox"/> <input type="checkbox"/> FLYER/BROCHURE</p> <p>MAGAZINE <input type="checkbox"/> <input type="checkbox"/> OTHER</p>	Subtotal Column 3		A	<p align="center">Subtotal Column 5</p> <div style="border: 1px solid black; height: 40px; width: 100px; margin: 0 auto;"></div>
		<p>SHIPPING CHOICE ADD Shipping Regular Mail <input type="checkbox"/> Courier <input type="checkbox"/> & Handling</p>		B
	Subtotal (Add A + B)		C	
<p align="center">U.S. AND INTERNATIONAL ORDERS Please pay subtotal C in U.S. Funds (do not add GST or PST)</p>	<p>Registration #100756428 ADD GST (7% of subtotal C)</p>		D	
	Subtotal (Add C + D)		E	
	Quebec residents add PST (6.5% of Subtotal E)		F	
	Total (Add E + F)		G	

Shipping and Handling Charges

Points	Canada Regular Rates	Canada Courier Rates	U.S. Regular Air Rates	U.S. Courier Rates	International Regular Air Rates	International Courier Rates	Europe Courier Rates
1	2.55	5.00	5.00	11.00	7.00	24.00	19.00
2	3.65	8.00	6.50	14.00	9.00	30.00	25.00
3 to 5	5.80	11.07	8.11	30.75	12.18	63.75	47.75
6 to 10	6.18	11.07	12.46	34.75	20.61	88.75	55.75
11 to 20	6.43	12.35	18.08	42.75	38.77	118.75	71.75
21 to 40	6.94	14.90	23.81	58.75	64.65	193.75	103.75
41 to 60	7.44	17.62	29.48	74.75	68.12	253.75	129.75
61 to 80	7.95	20.51	35.15	90.75	117.36	313.75	149.75
81 to 100	8.45	23.35	40.92	106.75	146.60	373.75	169.75
101 to 120	8.96	26.20	46.59	120.75	166.71	433.75	189.75
121 to 140	9.46	29.05	52.31	134.75	184.72	493.75	209.75
141 to 160	9.97	31.90	58.00	148.75	207.45	553.75	229.75
161 to 180	10.47	34.75	63.71	162.75	228.92	613.75	249.75
181 to 200	10.98	35.60	69.38	176.75	250.29	658.75	269.75
201 to 220	11.48	40.45	75.05	190.75	N/A	718.75	289.75
221 to 240	11.99	43.30	80.72	204.75	N/A	778.75	309.75
241 to 260	12.49	46.15	86.49	218.75	N/A	838.75	329.75
261 to 280	13.00	49.00	92.21	232.75	N/A	901.75	349.75
281 to 300	13.50	51.85	97.88	246.75	N/A	958.75	369.75
Estimated Delivery times	2-3 weeks	5-10 days	2-3 weeks	5-10 days	4-8 weeks	12 days	12 days

Prices Subject to Change

CMHC Return Policy

We will replace damaged materials and correct shipping errors if we are notified within thirty days after you receive your shipment. If an item is not defective or not mistakenly shipped, then it must be returned by you at your cost within thirty days of receipt. It must arrive here in resaleable condition for you to receive credit.

International Note: Most international return shipments arrive damaged. If you received damaged items, contact CMHC at (613) 748-2969. Please do NOT return the damaged items unless we ask.

Example: To complete order form and determine shipping and handling charges

ORDER NUMBER	REPORT TITLE <small>Please be sure the order number and report title match the listing</small>	1 QTY	2 ITEM AMOUNT \$	3 TOTAL AMOUNT <small>1 x 2</small>	4 SHIPPING POINTS	5 TOTAL SHIPPING POINTS <small>1 x 4</small>
NHA 8003	Brazil	1	35.-	35.-	3	3
NHA 8009	Western Europe	2	23.-	46.-	3	6
					3	
					3	
SOURCE <small>(How did you hear about the product?)</small> TV AD <input type="checkbox"/> <input type="checkbox"/> CATALOGUE NEWSPAPER <input type="checkbox"/> <input type="checkbox"/> FLYER/BROCHURE MAGAZINE <input type="checkbox"/> <input type="checkbox"/> OTHER		Subtotal Column 3 A 81.-			Subtotal Column 5 9	
		SHIPPING CHOICE Regular Mail <input checked="" type="checkbox"/> Courier <input type="checkbox"/>			ADD Shipping & Handling B 6.18	
U.S. AND INTERNATIONAL ORDERS Please pay subtotal C in U.S. Funds (do not add GST or PST)		Subtotal (Add A + B) C 87.18			Refer to Shipping and Handling Charges on the back of this form for the shipping and handling amount.	
		Registration #100756428 ADD GST (7% of subtotal C) D 6.10				
		Subtotal (Add C + D) E 93.28				
		Quebec residents add PST (6.5% of Subtotal E) F -				
		Total (Add E + F) G 93.28				

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